

Great Promotions is a powerful technology platform for interactive online sales promotions such as games, competitions, scratch cards, sweepstakes, lucky draws, and rank and win.

Agencies and Marketing Departments use the Great Promotions platform to drive trials, build loyalty and sustain lasting consumer relationships with leading brands and products. Great Promotions eases the sometimes complicated campaign process by offering design and build, hosting, legal & fulfillment, account management and reporting services to deliver winning campaigns via a state-of-the-art analytics dashboard - a complete end-to-end solution.

Why Host A Digital Promotion?

With billions of internet users online and growing, the future for brands and retailers is in the digital sphere. Running promotion campaigns through a digital platform is the best way to engage your customer, while capturing and building databases with pinpoint precision.

Digital campaigns that can be precisely tracked, provide insights, deliver measurable sales and ROI are strategic, transformational and at the core of a customised marketing programme.

- **Creative & interactive:** engage consumers: you will see high response and participation rates with increased branding opportunities.
- **Dynamic & flexible:** easily amend go live dates, refresh and create 2nd wave campaigns, and add additional content.
- **Targeted:** pinpoint data collection easily facilitates segmentation for follow up communications, post campaigns and subsequent campaigns
- **Supports social media:** link your digital promotion to your social media marketing activities and grow your community.
- **Real Time Results & Analysis:** don't wait until the end of the campaign to analyse results, track progress in real time to ensure your campaign is optimised for the best ROI possible.
- **Efficient:** gather consumer data. Collect clean, opt-in demographic data to grow your database significantly

Why partner with Great Promotions?

Security

- Fraud protection
- Live data validation
- Hacking attempt alerts and protection
- Data access controls and protocols

Stability

- Support large peaks in traffic
- Software maintenance and controls
- Live performance monitoring and alerts
- Redundant Server

Data Protection

- Encrypted to protect users privacy
- Offsite data backups every 15 minutes

Audited

- Meets ISO/IEC 27001:2006 standards
- Meets UK ICO and Australian regulations
- Approved by major underwriters (inc. Lloyds)

Proven

- Large portfolio of past campaigns
- \$100,000,000,000 in prizes (chance to win)
- Lead Generation Campaigns
- Market Research Campaigns
- Sales Promotions
- Trade Promotions
- Under-written 'chance to win'
- Award winning (APMA) Campaigns

Services you will receive

We're more than just technology providers, we offer a full range of services supported by proven experience

End To End Service

- Strategy (discuss your next campaign)
- Advanced Promotions Technology
- Creative & Build
- Promotion Management & Hosting
- Online Marketing & Media
- Reporting
- Preferred Suppliers covering; Promotions Agencies, Prize Fulfilment, Mobile & Underwriting

Contact Us

Ask the team to provide our extensive portfolio of past campaigns, including live demos. Call **1300 806 6986** or email experts@3dinteractive.com.au

3D Interactive

Great Promotions is vended by 3D Interactive, experts in media sales & representation, lead generation and direct marketing. www.3dinteractive.com.au

3D Interactive is part of Q Ltd, which owns a group of specialist interactive advertising and digital marketing communication companies. Each company is a leader in their area of expertise. www.qxq.com.au



Sanitarium Weet-Bix

Weet-Bix Cricket Town 2009 was the second Cricket Town promotion run on the Great Promotions Platform. Combining the drivers of a unique code in pack, instant win prize allocation and an interactive and engaging interface was straight forward due to the robust nature of the platform. The confidence in the platform meant that all effort could safely be diverted to the creative delivery of the promotion. The promotion was an outstanding success receiving over 100000 entries – an 18% increase on the previous year. This made it the most successful non TV promoted promotion run by Sanitarium's iconic brand.

Clients who have chosen us to provide winning digital promotional campaigns



Contact us:

1300 806 6986 experts@3dinteractive.com.au

Our offices

Sydney | Melbourne | Perth | Auckland (NZ)